

AL KALY PUBLIC RELATIONS UNIT

Minutes of 13 February 2016 Meeting

The Meeting was held at Cokes Diner and called to order at 10:05.

Members Present: IS Bob Burr and Roger Mendenhall; Nobles Don Hamilton (Chairman), John Larson, Dick Mills, Jim Burger, and Doc Hathaway; and Lady Mary Mills, JoAnn Sube, and Eileen Larson.

ITEM 1: Noble introduced the Potentate, IS Jim Eaches and his Lady Rosa. IS Jim Discussed the upcoming circus schedule. The first one will be in Colorado Springs on 17 May (as of 9 May the date for Canon City was still pending). El Paso Lodge 13 is considering setting up a table at the Colorado Springs Circus and doing their Child ID Program.

ITEM 2: The Saturday meeting did not have the hoped for increase in participation so it was decided to return to holding PR meetings on the 2nd Tuesday (note: due to IHOP the March meeting will be on the 3rd Tuesday, - 15 March).

ITEM 3: Cards announcing the Girls Softball Tournament that are to be sent to The Dust and Basketball Tournament program advertisers were reviewed and approved . IS Bob will print and mail.

ITEM 4: Early in the year the new Dust editor asked the PR Committee for help in identifying dates for upcoming events to be included in the Dust. Noble John identifies several upcoming events including the Daughters of the Nile Installation on 2 April and the Mexican Fiesta on 22 May.

ITEM 5: Noble John volunteered to write an article on PR committee activities for the next issue of the Dust. The article will also include some suggestions on how all Nobles (and their Ladies) can help in getting the word out about the Shrine and our hospitals.

ITEM 6: Noble Doc discussed the upcoming IHOP Day. Several of the IHOPs still need volunteers to greet people and handout literature. Noble Doc said TV coverage is planned at the Constitution and Powers IHOP beginning at 6:30 and that a clown is need there between 6:30 and 8:00. Noble Dick expressed appreciation to Noble Doc for all his hard work in making IHOP successful.

ITEM 7: Noble Jim talked about the need to outreach to the Spanish Community. We need to see if Imperial has any information available (handouts, posters, etc.) in Spanish that we can use.

ITEM 8: Noble Jim talked about the upcoming Girls Softball Tournament. Help is needed to work the concession stands. IS Jim stated that the Golf Tournament will be held at Ft Carson and suggested that we should challenge other fraternal (and other) organizations to field teams for the Golf Tournament.

ITEM 9: The group discussed ways of letting Nobles and their Ladies ways of getting formation out to them. With the 2 month publication cycle of The Dust, the weekly Nuts and Bolts is an even more method of communication. Other things that can be done are announcements at meetings and keeping the website up to date and encouraging members to look at it frequently. Thoughts on getting the word out to the public included investigating school districts to see if they have radio.TV channels and would run Public Service Announcements (PSAs), commercial radio, TV cable running PSAs, and the possibility of establishing a “speakers group” that could give presentations to various community or fraternal groups all over Southern Colorado (needs more thought).

OTHER: The Chairman thanked the Potentate and his Lady for attending. Lady JoAnn invited all Shriners to the Daughters of the Nile Installation. IS Bob handed out membership packets from Imperial. These packets contain information for both Shriners and people interested in the Shrine.

The meeting was adjourned at 11:35 with the next meeting to be held at the North IHOP February 2916 in Pueblo on 15 March at 10:00.

John Larson, Unit Secretary